

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

YAT & C (T&PMU) Department - International Indian Film Academy (IIFA) UTSAVAM, 2015 - Sanction of Rs.2,00,00,000/- (Rupees Two Crores Only) - Orders - Issued.

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**YOUTH ADVANCEMENT TOURISM AND CULTURE (T&PMU) DEPARTMENT**  
**G.O.RT.No. 654**

**Dated: 20/11/2015**  
**Read the following:-**

1. From the Special Secretary to CM, CMO. No. 3966/GEN-GP/2015, Dated: 07-03-2015.
2. From M/s. Wizcarft International Entertainment Private Limited, Mumbai, Lr., Dated: 05-03-2015.
3. G.O.Rt.No. 3377, Finance (EBS.I) Department, Dated: 18-11-2015.

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**ORDER:**

In the reference 2<sup>nd</sup> read above, M/s. Wizcarft International Entertainment Private Limited, Mumbai has informed that the International Indian Film Academy is a first of its kind effort to promote Indian Cinema globally, thus reaching out to millions of its fans. Wizcrafts International Entertainment Private Limited spearheads this pioneering effort, which is India's first and premier event management and entertainment agency. IIFA is ready to launch its new edition "IIFA Utsavam" - Celebrating Cinema of the South. The IIFA Utsavam weekend & Awards will have a good mix of serious content along with glamorous, glitzy showcase of the phenomenal talent from destinations such as Hon Kong- Business Head Honchos, Actors, Directors, Producers, Distributors & Exhibitors who work together to strengthen ties between business communities & cinema in India & South East Asian Markets.

2. The agency has further informed that the total project cost is Rs.30.00 Crores of which 28 crores is being raised through strategic tie-up & sponsorship from various private organization and brands and requested the Government to sponsor an amount of Rs.2.00 Crores in order to promote the event globally.

3. In the reference 3<sup>rd</sup> read above, Finance (EBS.I) Department have issued Budget Release Order for Rs.2,00,00,000/- (Rupees Two Crores Only) to YAT & C (PMU) Department as additional funds for providing of financial assistance to the organizers of International Indian Film Academy (IIFA) Utsavam, 2015, in relaxation of Treasury Control and Quarterly Regulation Orders pending inclusion in the Supplementary Estimates 2015-16, under Plan Schemes as follows:

(Rs. in thousands)

S.No.	Head of Account	Charged / Voted	Provision in B.E. 2015-16	Additional Amounts Sanctioned	Amounts Reappropriated	Total Provision in BE 2015-16	Amount Already Authorized	Amount Authorized Now	Balance Amount Available
Scheme Name: PMU-Promotion of Tourism/Events Procedure of Drawal of Funds: Detailed Voucher Bill Drawing Officer: Concerned Drawing Officer Remarks:									
1	3452-01-102-11-20-500-503	V	4,28,75	2,00,00	--	6,28,75	2,14,36	2,00,00	2,14,39
TOTAL			4,28,75	2,00,00	--	6,28,75	2,14,36	2,00,00	2,14,39

4. Government hereby accord administrative sanction for an amount of Rs.2,00,00,000/- (Rupees Two Crores Only) to YAT & C (PMU) Department as additional funds for providing of financial assistance to the organizers of International Indian Film Academy (IIFA) Utsavam, 2015.

**(P.T.O)**

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5. After completion of the event and after receipt of detailed voucher bills along with necessary enclosures to the above said amount shall be released to M/s. Wizcarft International Entertainment Private Limited, Mumbai as financial assistance for organizing International Indian Film Academy (IIFA) UTSAVAM, 2015 at Hyderabad.
6. The Assistant Secretary to Government & Drawing & Disbursing Officer, YAT & C (PMU) Department, is authorized to draw the amount subject to compliance with other procedure and rules in vogue.
7. This order does not require the concurrence of the Finance Department, in view of the BRO issued in the reference 3<sup>rd</sup> read above.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B. VENKATESHAM  
SECRETARY TO GOVERNMENT**

To

M/s. Wizcarft International Entertainment Private Limited, Mumbai.  
The Assistant Secretary to Government & Drawing and Disbursing Officer,  
YAT & C (PMU) Department.  
The Deputy Pay & Accounts Office, Secretariat Branch, Hyderabad.  
The YAT & C (PMU- Claims) Department.

**Copy to**

The Special Secretary to CM.  
The PS to Chief Secretary to Government.  
The PS to Minister for Tourism  
The Finance (EBS-I) Department  
The Accountant General (A&E), TS., Hyderabad  
SF/SCs

**//FORWARDED::BY ORDER//**

**SECTION OFFICER**